

## § 1240.17

### § 1240.17 Part and subpart.

*Part* means the Honey Research, Promotion, and Consumer Information Order and all rules, regulations, and supplemental orders issued thereunder, and the order shall be a “subpart” of such part.

[51 FR 26148, July 21, 1986; 51 FR 29210, Aug. 15, 1986. Redesignated at 56 FR 37456, Aug. 7, 1991, and further redesignated at 66 FR 21829, May 1, 2001]

### § 1240.18 Person.

*Person* means any individual, group of individuals, partnership, corporation, association, cooperative, or any other entity.

[51 FR 26148, July 21, 1986; 51 FR 29210, Aug. 15, 1986. Redesignated at 66 FR 21829, May 1, 2001]

### § 1240.19 Plans and projects.

*Plans* and *projects* means those research, promotion, industry information, and consumer education plans, studies, or projects established pursuant to §§ 1240.38 and 1240.39.

[66 FR 21830, May 1, 2001]

### § 1240.20 Producer.

*Producer* means any person who produces honey in any State for sale in commerce.

[51 FR 26148, July 21, 1986; 51 FR 29210, Aug. 15, 1986. Redesignated at 66 FR 21829, May 1, 2001]

### § 1240.21 Producer-packer.

*Producer-packer* means any person who is both a producer and handler of honey or honey products.

[51 FR 26148, July 21, 1986; 51 FR 29210, Aug. 15, 1986. Redesignated at 66 FR 21829, May 1, 2001]

### § 1240.22 Promotion.

*Promotion* means any action, including paid advertising and public relations, to present a favorable image for honey or honey products to the public with the express intent of improving the competitive position and stimu-

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lating sales of honey or honey products.

[51 FR 26148, July 21, 1986; 51 FR 29210, Aug. 15, 1986. Redesignated at 56 FR 37456, Aug. 7, 1991, and further redesignated at 66 FR 21829, May 1, 2001]

### § 1240.23 Qualified national organization representing handler interests.

*Qualified national organization representing handler interests* means an organization that the Secretary certifies as being eligible to recommend nominations to the Committee for handler and alternate handler members of the Board under § 1240.32.

[66 FR 21830, May 1, 2001]

### § 1240.24 Qualified national organization representing importer interests.

*Qualified national organization representing importer interests* means an organization that the Secretary certifies as being eligible to recommend nominations to the Committee for importer and alternate importer members of the Board under § 1240.32.

[66 FR 21830, May 1, 2001]

### § 1240.25 Research.

*Research* means any type of systematic study or investigation, including studies testing the effectiveness of market development and promotion efforts, and/or the evaluation of any study or investigation designed to advance the image, desirability, usage, marketability, production, or quality of honey or honey products. Such term shall also include studies on bees to advance the cost effectiveness, competitiveness, efficiency, pest and disease control, and other management aspects of beekeeping, honey production, and honey bees.

[66 FR 21830, May 1, 2001]

### § 1240.26 Secretary.

*Secretary* means the Secretary of Agriculture of the United States, or any other officer or employee of the Department of Agriculture to whom authority has heretofore been delegated,